GROUP AND CROSS-MEDIA OWNERSHIP OF TELEVISION STATIONS: 1988

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EXECUTIVE SUMMARY

This study was undertaken to provide current data on (1) TV station multiple ownership, (2) cross-media ownership involving co-located television stations and daily newspaper properties, (3) newspaper-TV ownership affiliations not involving local cross-media ownership, and (4) other media holdings of the largest television groups. This report presents a statistical profile of television group station ownership as of January 1, 1988.

Group ownership of two or more radio and television stations is a long established characteristic of broadcasting in the United States. During 1987, group ownership continued its long-term expansion. Within the top-100 markets, 497 stations were group-owned on January 1, 1988, representing 76.8% of the stations in the top-100 markets. In markets of all sizes, a total of 789 stations were group owned at the beginning of 1988. In spite of the industry's on-going consolidation, a slightly larger number of groups (191) owned these stations in 1988 than in 1987 (187).

Turning to newspaper-affiliated television stations, the percentages of these types of stations declined slightly in 1987 from the previous year, 26.9% from 28.7%. Only 4.2% involved local newspaper affiliation. This represents a major decline since 1975 when the percentage was 16.1%.

Finally, the top 25 groups own a number of other media properties. Five of these groups own cable systems, while 11 publish daily newspapers, and 13 hold radio station licenses. Eight of the top 25 top groups also operate program production units that produce original programming for network and syndicated release, accounting for more than 50 program hours per week.

GROUP AND CROSS-MEDIA OWNERSHIP OF TELEVISION STATIONS: 1988

Television station ownership in the United States has undergone significant changes since the Federal Communications Commission adopted a more expansive set of multiple ownership rules in 1984, effective on March 4, 1985.[1] These new rules did two things. They raised the number of stations a single organization may hold from 7 to 12, and they established a ceiling such that no group's total potential audience can exceed 25% of the nation's television households.[2]

Under the "12 and 25% rule," household coverage for each group owner is based on the Arbitron Ratings Company's estimate of TV households (as a percentage of the national total) in Areas of Dominant Influence (ADI) where the group's stations operate. The proviso that a full complement of stations must include a specific number (formerly two) UHF facilities was dropped from the rules. Instead, the Commission, recognizing coverage differences between VHF and UHF stations, counts only 50% of the market household percentages for UHF stations toward the 25% coverage ceiling. This 50% UHF discount applies to all UHF stations; the FCC does not distinguish between UHF stations in mixed VHF/UHF markets and those in all-UHF markets.

In addition to relaxing the rules for television, the FCC's 1984-85 order also raised the number of AM and FM stations allowed under common ownership from 7 to

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[1] 100 FCC 2d. 74 (1985). See 47 C.F.R. 2d 73.3555 (1986).

[2] The final order also provided that a group may acquire in each service up to 14 AM, 14 FM, and 14 television facilities provided at least two of the stations in the portfolio are minority-controlled. For purposes of the multiple ownership rules, minority ownership is defined as "more than 50 percent owned by one or more members of a minority group." 47 C.F.R. Sec. 73.3555(d)(3)(iii) (1986).

12 each. However, the Commission did not modify its rules concerning the related matters of duopoly and cross-media ownership.[3] The duopoly rule, adopted in 1943, prohibits common ownership of more than one station of each type in a given market area, while the cross-media ownership rule[4] forbids the establishment of media combinations involving TV stations, daily newspapers, and radio outlets that serve the same community. Although the cross-media ownership rule did not force divestiture of existing media holdings, the number of commonly-owned local TV-newspaper combinations has dropped sharply since this rule was adopted in 1975.[5]

Soon after the "12 and 25%" rule went into effect, the television industry began to undergo significant structural change. Many group owners began acquiring additional stations, and some groups purchased other groups and merged them into their organizations. Hostile takeover attempts became commonplace, along with leveraged buyouts and some friendly acquisitions. Among the industry's bastions, two networks (ABC and NBC) were acquired by new owners and the control of CBS shifted after a failed takeover attempt. However, the fervor in station trading, which lasted from 1985 through part of 1987, was only partially due to the new multiple ownership rule. Other contributing factors included rising station values, speculation in station properties, and the elimination in 1982 of the FCC's anti-trafficking, or "three-year-holding rule."[6] Ownership changes continue to occur in 1988, as the television industry continues its consolidation under the "12 and 25%" rule.

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[3] FCC Order 84-A (1943); FCC Order 84-B (1944).

[4] Second Report and Order (Docket 18110), 32 R.R. 2d 954 (1975).

[5] The FCC currently is considering a possible revision of its cross-media ownership rule which would permit common ownership of AM-FM and UHF television as well as AM and VHF television stations in the same market. In that same proceeding, the FCC is considering relaxing the duopoly rules as they apply to AM-AM combinations. FCC Docket 87-7. As part of the Federal catch-all funding bill in late 1987, the FCC was prevented from ruling in this matter, and additionally, not to allow any waivers. This Congressional action is presently under judicial review.

[6] Transfer of Broadcast Facilities, Report and Order in BC Docket 81-897, FCC 82-519; 47 F.R. 55924.

Special attention has been given to ownership trends and to multi-media holdings of the 25 largest TV groups. A new feature, shown in Table 7, highlights first-run program production activities by companies affiliated with broadcast groups. In addition, the percentages of the nation's television households reached by various station groups have been calculated, using the FCC's national market reach formula, as well as net weekly circulation (NWC) values.[7]

HISTORICAL BACKGROUND

Group ownership of radio and television stations is a long established characteristic of broadcasting in the United States. The practice began in the early 1920s when Westinghouse Electric established radio stations in Pittsburgh, Boston, Newark, Chicago and other cities. Numerous radio groups existed before World War II, and TV group ownership followed with the emergence of television broadcasting after the war. In 1953-54, the FCC adopted rules to limit the growth of groups. However, as shown in Figure 1, group ownership has grown steadily since rules governing the practice were first adopted. In 1956, three years after the FCC established the ownership limits, more than half of the VHF stations in the top-100 markets were group owned. Today, nearly nine of every 10 VHF outlets in those markets are licensed to multiple-station owners.

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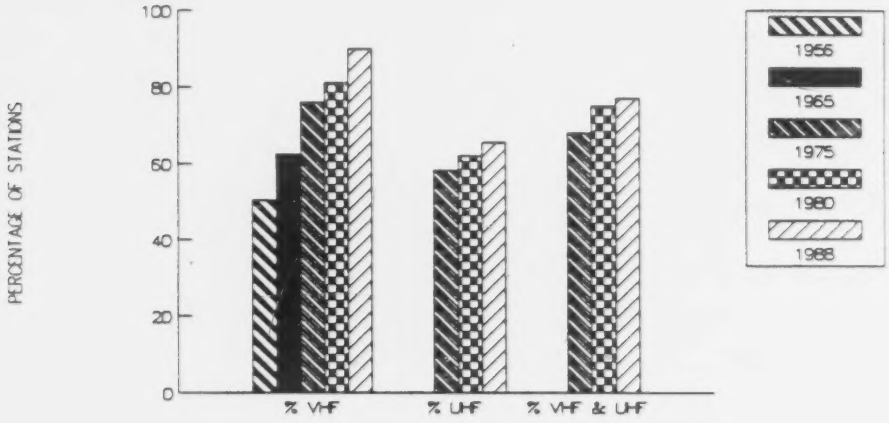
[7] Arbitron defines net weekly circulation as "an estimate of the average number of unduplicated television households which viewed a station for at least five minutes at least once during a week. Also referred to as "net weekly audience." The Arbitron Glossary, June 1986, Arbitron Ratings Company.

FIGURE 1

GROUP OWNED STATIONS IN TOP-100 MARKETS



Historically, group ownership of UHF stations developed at a slower pace. However, during recent years, acquisition of UHF outlets by group owners has accelerated sharply due to their perceived economic potential. At the same time, however, the percentage of group-owned UHF stations has risen slowly because of the great increase in the number of operating UHF stations. This development and other current trends will be explored in this report.

A second aspect of this study focuses on newspaper ownership of TV stations. In 1973, when the FCC reviewed the cross-media ownership issue, 16.1% of the commercial television stations in the top-100 markets (60 of 372) were either licensed to or affiliated with a local daily newspaper in the same market.[8] By 1987, a dramatic decline in the ownership of co-located newspaper-TV properties had occurred. Only 27 TV stations, or 4.4% of the 617 outlets licensed in the top-100 markets, were affiliated with local daily newspapers at the start of 1987.[9] However, the overall number of newspaper-television affiliations had increased substantially due to the growth of media companies engaging in both broadcasting and print enterprises.

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[8] Herbert H. Howard, "Cross-Media Ownership of Newspapers and TV Stations," Journalism Quarterly, 51:71 (Winter 1974).

[9] Herbert H. Howard, Group and Cross-Media Ownership of Television Stations: 1987. (Washington D.C.: National Association of Broadcasters), p. 15 [corrected].

Of the 617 stations in the top-100 markets at the start of 1987, 177, or 28.7%, were newspaper-affiliated, compared with 77 of 372 stations, or 20.7%, in 1973.[10]

METHOD OF STUDY

This study is based on a tabulation of new data on the ownership of television stations in the United States as of January 1, 1988. The author maintains a data base of TV ownership which he updates from FCC announcements of license transfers and new station start-ups, with further verification of ownership changes, as needed, by direct contact with stations involved. The rosters of stations credited to each group include all ownership transfers that were approved by the FCC up to the first day of 1988. In some cases, however, the actual assumption of station operation by the new licensee had not yet taken place.

In addition to numbers of stations held, a group's economic potential also depends on the number of viewers its stations can reach (determined by market size and coverage, and the attractiveness of the programming offered). Therefore aggregate audience reach for each group also has been calculated.

As in previous studies, Arbitron's net weekly circulation (NWC) data have been used to determine the total weekly reach or circulation of each TV station group, based on station holdings (including transfers approved) on January 1, 1988. A circulation profile was developed for each of the 191 identified groups, using NWC data published in the 1988 Television Factbook.[11] These groups, ranked by net weekly circulation, are shown in Appendix A.

The total percentage of the nation's TV households in each group's respective markets also are included in Appendix A. These percentages, used by the FCC to measure against the 25% limit, were calculated from data in Arbitron

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[10] Herbert H. Howard, Multiple Ownership in Television Broadcasting. (New York: Arno Press, 1979), p. 183.

[11] Television Factbook No. 56. (Washington, D.C.: Television Digest, Inc. 1988).

Ratings/Television (1987-88 Universe Estimates Summary).[12] Appendix B lists the 100 largest ADI market areas (1987-88) with their percentages of the nation's TV households. With these data, one may identify what markets a group could add without exceeding the limit or what stations a newly merged group could divest to meet the 25% rule.

The various tables presented here use as a base the 647 TV stations (297 VHF and 350 UHF) determined to be operational in the 100 largest U.S. markets at the start of 1988. This number represents an increase of 30 stations from the previous year. Market rankings are those published by the Arbitron Ratings Company for 1987-88.[13] This list, based on the number of television households in each ADI market, is revised annually, resulting in slight year-to-year changes in the composition of the top-100 markets.

THE FINDINGS

Group ownership of television stations continued its long-term expansion during 1987. Within the top-100 markets, an all-time high of 497 stations were group-owned on January 1, 1988,[14] compared to 485 on the same date in 1987. This increase of 12 stations occurred during a year in which the number of stations in the same markets increased by 30, from 617 to 647. New UHF independent stations accounted for most of this increase.

Despite the industry's on-going consolidation, 23 new television groups were formed during 1987, resulting in a slightly larger total number of group operators than the year before -- 191 in 1987 compared with 187 in 1986. Group ownership declined slightly on a percentage basis during 1987 for the second straight year. Overall, the 497 group-owned stations represent 76.8% of the 647 VHF/UHF outlets in the top-100 markets, compared with 78.6% at the start of 1987. The current percentage is down

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[12] Arbitron Ratings/Television (1987-88 Universe Estimates Summary). (New York: Arbitron Ratings Company, 1987).

[13] ADI Market Rankings 1987-88, (New York: Arbitron Ratings Company, 1987).

[14] Herbert H. Howard, Group and Cross-Media Ownership of Television Stations: 1987, (Washington, DC: National Association of Broadcasters, October 1987) p. 9.

more than two percentage points from the all- time high of 79.0% reached in 1982, when the number of television stations (420) in the 100 largest markets was much smaller.[15]

Several ownership changes occurred just before and just after January 1, 1988. Data on the 25 highest-ranking groups include the following 1987 station acquisitions:

a) GE/NBC: WTVJ, Miami.

b) Silver King Broadcasting (Home Shopping Network): KHSX, Dallas; WHSP, Vineland (Philadelphia).

c) Trinity Broadcasting: KDTX, Dallas; WCLJ, Bloomington, IN.

d) Gillett: WSBK, Boston; WJBK, Detroit; WJW, Cleveland; WAGA, Atlanta; WTVT, Tampa; KCST, San Diego; WITI, Milwaukee.

e) Hallmark: acquisition of Spanish International Group.

f) TVX Group: WDCA, Washington; WCIX, Miami; WTAF, Philadelphia; KTXA, Dallas; and KTXH, Houston.

These other station sales are included in the data:

a) Gillett to Busse Group: WWMT, Grand Rapids-Kalamazoo; KOLN, Lincoln, NE; KGIN, Grand Island, NE; KOKH, Oklahoma City; WRLH, Richmond; WEAU, Eau Claire, WI.

b) Gaylord to Burham: WVUE, New Orleans; to Gillett: WTVT, Tampa.

c) Great American (formerly Taft) to TVX Group: WDCA, WCIX, WTAF, KTXA, KTXH (see above); to Dudley Taft: WGHP, High Point; to Anchor Media: WSYX, Columbus, Ohio.

d) TVX Group: sale of KJTM, Little Rock.

The following transfers involving the 25 largest groups, announced during 1987, are <u>not</u> included in this report since the FCC's approvals did not occur before January 1, 1988. Resulting changes in the percentages of ADI TV households are, however, shown in Table 4.

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[15] Herbert H. Howard, <u>Television Station Group and Cross-Media Ownership: 1982</u>. (Washington, D.C.: National Association of Broadcasters, 1982), p. 4.

a) Silver King's acquisition of KPST, Vallejo (San Francisco); activation of WBHS, Tampa.

b) Gannett's acquisition from Harte-Hanks of WFMY, Greensboro; and WTLV, Jacksonville.

c) RKO General's yet-to-be announced divestiture of KHJ, Los Angeles and WHBQ, Memphis, as required by the FCC.

No change occurred in the percentage of group ownership among VHF stations during 1987. Collectively, as 1988 began, multiple station owners operated 89.9% of the relatively stable number of VHF stations in the top-100 markets, compared with the same percentage in 1987 and 87.9% in 1985. Group ownership on the UHF band continued to lag behind VHF on a percentage basis; and, in fact, the percentage slipped from 68.0% to 65.7% during the year. This slippage is misleading, however, because the rapid growth in the number of UHF stations masks the increase in group-owned UHF stations from 217 to 230 in the top-100 markets. Actually, the increase in group ownership among UHF stations has been dramatic during recent years, rising from 134 in 1984 to 230 as 1988 began. This increase of 96 stations in four years also is reflected in the percentages (60.1% in 1984 vs. 65.7% in 1988) even though the number of UHF outlets in the top-100 markets grew at an astonishing rate (57%) during the four year period--from 223 in 1984 to 350 in 1988.

As Table 1 shows, group ownership predominates at every level within the top-100 markets for both VHF and UHF stations. Despite the prevalence of multiple ownership in these markets, a significant degree of diversity exists <u>within group ownership</u>.

More than 100 different organizations own the 497 group stations in the first 100 markets. Furthermore, in markets of all sizes, some 191 different groups (excluding those that operate satellite transmitters purely as repeater stations) own completely or partially the licenses to 789 stations, an average of 4.1 stations per group. This average figure remains the same as for last year. The average number of stations per group, however, did not exceed 4.0 until after the FCC adopted the "12 and 25% rule."

TABLE 1

GROUP OWNERSHIP OF TV STATIONS BY MARKET RANK

January 1, 1988

Market Rank	VHF No.	VHF G/O	VHF %	UHF No.	UHF G/O	UHF %	VHF & UHF No.	VHF & UHF G/O	VHF & UHF %
1-10	43	42	97.7	74	43	58.1	117	85	72.6
11-25	96	91	94.8	134	88	65.7	230	179	77.8
26-50	69	65	94.2	84	56	66.7	153	121	78.6
51-75	73	62	84.9	72	52	72.2	145	114	78.6
76-100	59	49	83.1	60	34	56.7	119	83	69.7
1-100	297	267	89.9	350	230	65.7	647	497	76.8

Table 2 indicates how many groups held the various numbers of television stations allowed under the FCC's "12 and 25%" rule on January 1, 1988. Significantly, 20 owners held licenses for more than seven stations and three held the maximum number as 1988 began. Overall, 28 groups owned seven or more stations three years after the liberalized ownership rule went into effect.[16]

[16] Groups with seven or more stations as of 1/1/88 included: Adams (11), Bahakel (8), Benedek (8), Capital Cities/ABC (8), Cosmos (8), Cox (8), Fox (7), Gannett(8), GE/NBC (7), Gillette (12), Heritage (12), Hubbard (9), Pulitzer (8), Scripps-Howard (9), Silver King (HSN) (11), Stauffer (9), TAK Communications (7), Trinity (12), TVX Group (11), and United/Chris Craft (7).

TABLE 2

GROUP OWNERSHIP BY NUMBER OF TV STATIONS

January 1, 1988

Stations Held	No. Groups	No. Stations
12	3	36
11	3	33
10	0	0
9	5	45
8	9	72
7	8	56
6	15	90
5	24	120
4	27	108
3	35	105
2	62	124
TOTAL:	191[a]	789[b]

[a] Excludes four satellite-only groups (10 stations)

[b] Ownership of 7 stations is shared by two or more groups. Therefore, 782 different stations are included in this number.

Table 3 shows the highest and lowest rankings based on weekly circulation for groups with each of the possible numbers of stations. Wide disparities in rank and circulation continue to be apparent among groups with equal numbers of stations.

TABLE 3

HIGH AND LOW CIRCULATION RANKINGS OF TV GROUPS*

(1988)

No. of Stations	Highest Rank	Lowest Rank	Highest ADI TVHH Percentage	Lowest ADI TVHH Percentage
12	6	30	11.35	2.91
11	12	31	7.56	1.51
10	--	--	--	--
9	11	103	7.63	0.80
8	2	60	24.43	1.24
7	3	40	22.36	2.14
6	1	91	18.69	1.00
5	7	148	10.06	1.46
4	5	172	19.44	0.36
3	37	165	3.91	0.60
2	24	182	5.91	0.43

* Groups with complete circulation data.

As stated earlier, a profile of all TV groups is presented in Appendix A, showing numbers of stations owned, net weekly circulation, and percentages of U. S. television households reached. An analysis of the NWC data (not to be confused with the FCC's ADI market reach data) for these 191 television groups reveals the following industry profile:

1) Three groups now reach more than 20% of the nation's 88,600,000 television households (1987-88). However, only five groups reach as much as 15%, and

only seven groups serve more than 10% of the nation's TV households. These major groups include the three network owned-and-operated (O&O) groups and the Tribune, Fox, Gillett, and Westinghouse stations.

2) In 1988, the first five ranks are unchanged from the previous year. Tribune Broadcasting, with two cable superstations, again leads in weekly circulation with 24.5%. Capital Cities/ABC and GE/NBC rank second and third in aggregate weekly circulation (22.6% and 21.1%). With its seven large-market stations, Fox slightly exceeds the CBS group on a circulation basis (17.5% vs. 17.3%), followed by Gillett (12.6%) and Westinghouse (10.5%). The most dramatic move among this select group of station owners was the rise of Gillett Broadcasting from seventeenth to sixth place, resulting from the acquisition of six former Storer stations in 1987.

3) Nine groups now reach between 5% and 10% of the nation's TV households.[17] Twenty-one groups reach between 2.5% and 5.0%, while 52 groups reach between 1.0% and 2.5%. Finally, 102 groups, or more than half (53.4%) of all multiple-station licensees, reach less than 1.0% of the nation's television households each week. Of these 102 smaller operators, 75 have a weekly circulation of less than 500,000 households (0.6%); and 40 reach fewer than 250,000 homes (0.3%) on a net weekly basis. The smallest group with complete NWC data available attracts only 27,400 viewing households weekly to its two stations.

The 25 highest ranking groups using the FCC's 50% formula (ADI market reach percentages) are shown in Table 4. ADI household reach figures for all groups are given in Appendix A. These percentages determine how much growth any group could experience from the acquisition of additional stations, up to the limit of 12 stations and/or 25% of the nation's television households. Two groups (Capital Cities/ABC and GE/NBC) now exceed 20%, while four others (CBS, Fox, Tribune and Home Shopping)

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[17] Groups reaching between 5% and 10% of the nation's TV households on an NWC basis include Cox (9.7%), Gannett (8.6%), United/Chris Craft (8.5%), Scripps-Howard (7.9%), TVX (7.8%), Hearst (7.5%), Gaylord (5.6%), A.H. Belo (5.3%), and Post-Newsweek (5.0%).

closely approach that figure. Another four groups fall between 10% and 15%, while ten groups reach between 5% and 10% of the nation's television households.

TABLE 4

PERCENTAGES OF THE NATION'S TV HOUSEHOLDS REACHED BY THE 25 LARGEST GROUPS USING FCC FORMULA *

(January 1, 1988)

Rank	Group Owner	No. of Stations	% of U.S. TVHHs	% TVHH with Proposed Purchases/Sales
1.	Capital Cities/ABC	8	24.43	
2.	GE/NBC	7	22.36	
3.	CBS	4	19.44	
4.	Fox	7	19.43	
5.	Tribune	6	18.69	
6.	Silver King (HSN)	11	18.26**	20.66
7.	Trinity	12	11.75	
8.	Gillett	12	11.35	
9.	United/Chris Craft	7	10.55	
10.	Westinghouse	5	10.06	
11.	Cox	8	8.99	
12.	Hallmark (SIN)	6	8.93	
13.	Gannett	8	8.84	9.91
14.	Telemundo	5	8.39	
15.	Scripps-Howard	9	7.63	
16.	TVX Group	11	7.56	
17.	Hearst	6	6.85	
18.	RKO General	2	5.91	0.00
19.	A.H. Belo	5	5.69	
20.	Gaylord	5	5.26	
21.	Knight-Ridder	9	4.80	
22.	Post-Newsweek	4	4.76	
23.	H&C Communications	6	4.67	
24.	Great American	5	4.62	
25.	Lin	7	4.57	

* UHF station audience coverages are discounted 50% by the FCC.
** Includes a satellite station.

Noticeable differences exist between the rankings based on the FCC formula and those based on net weekly circulation. Even so, 21 group owners appear on both lists of the top-25 multiple station licensees. Differences between the two ranking systems (i.e., differences between potential and actual audience) result from such factors as (1) satellite and cable carriage of certain independent stations which effectively extends a signal's reach; (2) ownership of several large market independent stations that engage in narrow target audience (ethnic and religious) programming; and (3) recent acquisition of stations that have not been fully developed.

CROSS-MEDIA OWNERSHIP

Two significant trends have prevailed for several years with respect to newspaper ownership of TV stations. First, a steady increase in the overall co-ownership of newspaper and television properties has occurred. Second, despite this increase in common ownership of media properties, a marked decline has taken place in local cross-media ownership of TV stations and daily newspapers.

As shown in Table 5, 174 of the 647 TV stations in the top-100 markets were newspaper-affiliated at the start of 1988.[18] For 1987, this represents a decline of three newspaper-affiliated television stations from a year earlier. With the greater number of stations on the air in 1988, the percentage of newspaper-affiliated TV outlets showed a more noticeable drop, from 28.7% to 26.9%. The decline, however, occurred only within the UHF category. The number of VHF stations affiliated with newspaper publishing interests remained constant and at a much higher level than among UHF stations. Note also that newspaper ownership of television stations is relatively evenly dispersed across the four quartiles of the top-100 markets.

The number of newspaper-affiliated group owners at the start of 1988 was 46.

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[18] By newspaper-affiliated, we mean that the owner of the television station owns at least one newspaper either in the same market or in another market.

TABLE 5

NEWSPAPER OWNERSHIP OF U.S. TELEVISION STATIONS

January 1, 1988

Market Rank		VHF Total	VHF No.	VHF %	UHF Total	UHF No.	UHF %	VHF & UHF Total	VHF & UHF No.	VHF & UHF %
1-10	(a)	43	24	55.8	74	8	10.8	117	32	27.4
1-25	(b)	96	43	44.8	134	13	9.7	230	56	24.3
26-50	(c)	69	35	50.7	84	9	10.7	153	44	28.8
51-75	(d)	73	34	46.6	72	7	9.7	145	41	28.3
75-100	(e)	59	25	42.4	60	8	1.3	119	33	27.7
1-100	(f)	297	137	46.1	350	37	10.6	647	174	26.9

Notes: The number of VHF and UHF cross-media ownerships (TV and local daily newspaper) in the above market categories are as follows:

(a) Markets 1-10: 5 VHF and 1 UHF
(b) Markets 1-25: 8 VHF and 1 UHF
(c) Markets 26-50: 7 VHF and 1 UHF
(d) Markets 51-75: 3 VHF and 0 UHF
(e) Markets 75-100: 5 VHF and 2 UHF
(f) Markets 1-100: 23 VHF and 4 UHF

The number of local cross-media ownerships between television stations and daily newspapers in the top-100 markets remained the same in 1988 as it was in 1987. Only 27 stations, or 4.2% in the top-100 markets, involved local cross-media ownerships. On a long-term basis, this represents a decline of 33 stations since 1975, when 60 stations, or 16.1%, were commonly owned with local dailies. With four exceptions, all newspaper/television cross-media ownerships involve VHF properties. Two instances of cross-media ownership involving Fox-Murdoch interests are scheduled to be divested in 1988.[19]

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[19] One, the New York Post, was sold in March 1988. The other property's divestiture is still uncertain.

OTHER MEDIA HOLDINGS

In addition to newspaper-TV cross-ownerships, many television owners also hold interests in radio stations, cable systems, and other businesses. Five of these major TV firms own cable systems, while 11 publish daily newspapers, and 13 hold radio station licenses. Table 6 provides data on the cable, newspaper, and radio holdings of the top-25 groups (FCC/ADI rankings).

TABLE 6

OTHER MEDIA HOLDINGS OF TOP-25 TV GROUP OWNERS
(Ranked by FCC/ADI TVHH Estimates)

January 1, 1988

Group	Rank	Cable Subscriber	Daily Newspapers #	Daily Newspapers Circulation	Radio AM	Radio FM
Capital Cities/ABC	1		8	810,000	9	7
GE/NBC[20]	2				3	5
CBS	3				7	11
Fox	4		3	1,275,000		
Tribune	5		7	2,580,000	3	2
Silver King (HSN)	6					
Trinity	7					
Gillett	8					
United/Chris Craft	9					
Westinghouse	10				8	7
Cox	11	1,400,000	20	1,290,000	5	6
Hallmark (SIN)	12					
Gannett	13		90	6,100,000	8	8
Telemundo	14					
Scripps-Howard	15	400,000	13	1,350,000	2	3
TVX Group	16					
Hearst	17	55,000	15	1,860,000	4	3
RKO General	18				6	6
A.H. Belo	19		1	392,000		
Gaylord	20		1	232,000	2	1
Knight-Ridder	21		21	4,550,000		
Post-Newsweek	22		2	810,000		
H&C Commun.	23		1			
Great American	24			200,000	8	
Lin	25					

[20] GE/NBC has tentatively agreed to sell 5 of its radio stations to Emmis Broadcasting.

Finally, as shown in Table 7, eight of the 25 largest group owners engage in first-run program production for the syndication and/or network markets. Three other program-producing groups also are listed. The eight groups cited collectively produce more than 50 hours per week of original programming, while the total from all eleven organizations amounts to 87 and a half hours per week.

TABLE 7

PROGRAM SYNDICATION ACTIVITIES BY TOP-25 GROUP OWNERS
(Ranked by FCC/ADI TVHH Estimates)

1988

Group	Program Production Unit	Number First-Run Hours Produced Per Week
1. Capital Cities/ABC	---	---
2. NBC/GE	---	---
3. CBS	---	---
4. Fox	20th Century Fox TV	6:00
5. Tribune	TeleTrib	11:00
6. Silver King	Home Shopping Network	N/A
7. Trinity	---	---
8. Gillett	---	---
9. United/Chris Craft	---	---
10. Westinghouse	Group W Productions	12:30
11. Cox	---	---
12. Hallmark (SIN)	---	---
13. Gannett	GTG Entertainment	2:30
14. Telemundo	Blairspan	9:00
15. Scripps-Howard	---	---
16. TVX Group	---	---
17. Hearst	---	---
18. RKO General	---	---
19. A. H. Belo	---	---
20. Gaylord	Gaylord Production Co.	1:30
21. Knight-Ridder	---	---
22. Post-Newsweek	---	---
23. H&C Commun.	---	---
24. Great American	G. A. Broadcast Group	8:00
25. Lin	---	---
27. Viacom Int'l.	Viacom	4:30
29. Multimedia	Multimedia Ent. Co.	7:30+
72. Lorimar	Lorimar-Telepictures	25:00

APPENDIX A

TV GROUPS RANKED BY NET WEEKLY CIRCULATION (NWC)*

(WITH FCC FORMULA TV HOUSEHOLD COVERAGE) (1-1-88)

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
*Tribune	1	1	6	21,676,700	24.5	18.69
*CC/ABC	2	2	8	19,989,600	22.6	24.43
GE/NBC	3	3	7	18,690,600	21.1	22.36
Fox	4	4	7	15,531,100	17.5	19.43
CBS	5	5	4	15,319,800	17.3	19.44
Gillette	6	17	12	11,131,200	12.6	11.35
Westinghouse	7	8	5	9,268,600	10.5	10.06
*Cox	8	9	8	8,633,000	9.7	8.99
*Gannett (3)	9	10	8	7,625,500	8.6	8.84
United/Chris Craft	10	11	7	7,551,500	8.5	10.55
*Scripps-Howard	11	12	9	7,026,000	7.9	7.63
TVX Group	12	63	11	6,930,600	7.8	7.56
*Hearst	13	14	6	6,643,000	7.5	6.85
*Gaylord	14	13	5	5,003,900	5.6	5.26
*A. H. Belo	15	15	5	4,739,900	5.3	5.69
*Post-Newsweek	16	16	4	4,404,700	5.0	4.76
GROUPS WITH NWC BETWEEN 2.5% AND 5.0%						
Lin	17	18	7	4,290,100	4.8	4.57
*Knight-Ridder	18	19	9	4,243,400	4.8	4.80

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
Great American (formerly Taft)	19	6	5	4,001,200	4.5	4.62
H & C Communic.	20	20	6	3,945,600	4.5	4.67
*Pulitzer	21	21	8	3,491,600	3.9	3.68
*Times-Mirror	22	22	4	3,450,500	3.9	4.04
*Meredith	23	23	7	3,435,500	3.9	3.69
RKO General	24	24	2	3,235,700	3.7	5.91
*Albritton	25	26	5	3,102,400	3.5	3.45
Cosmos	26	25	8	3,083,400	3.5	2.64
Viacom	27	27	5	2,932,900	3.3	3.10
*Chronicle Broadcasting	28	28	5	2,769,700	3.1	4.25
*Multimedia	29	29	5	2,756,100	3.1	3.08
X-Heritage	30	30	12	2,635,300	3.0	2.91
Adams TV	31	43	11	2,611,700	2.9	1.51
McGraw-Hill	32	31	4	2,598,400	2.9	3.07
Hubbard	33	36	9	2,535,400	2.9	3.77
Outlet (2)	34	51	4	2,479,100	2.8	2.53
+King	35	35	5	2,368,200	2.7	2.82
*+Lee	36	34	8	2,330,100	2.6	2.71
Grant	37	57	3	2,175,500	2.5	3.91

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
GROUPS WITH 1.0% TO 2.5% PENETRATION OF THE U.S. TV MARKET						
TV Station Partners (1)	38	38	6	2,146,400	2.4	1.54
+Malrite	39	39	6	2,136,500	2.4	1.91
*Park	40	37	7	2,135,900	2.4	2.14
Dudley Taft	41	---	2	2,021,600	2.3	2.06
*Price Comm.	42	83	9	1,889,900	2.1	1.81
*Freedom Newspapers	43	41	5	1,807,600	2.0	1.83
Fisher	44	44	2	1,764,900	2.0	2.28
Midwest R & TV	45	55	5	1,734,600	2.0	2.37
Kelly	46	45	2	1,732,000	2.0	2.43
American Family	47	46	6	1,701,900	1.9	1.58
*Media General	48	53	3	1,679,600	1.9	1.88
Nationwide	49	49	4	1,656.200	1.9	2.07
*New York Times	50	40	5	1,622,400	1.8	1.62
*Bonneville	51	50	2	1,621,400	1.8	2.04
*Columbus Dispatch	52	54	2	1,558,500	1.8	1.66
Busse	53	--	6	1,557,300	1.8	2.01
*Harte-Hanks (3)	54	42	3	1,529,900	1.7	1.69
Odyssey Partners	55	33	3	1,434,000	1.6	1.57
BMA Properties	56	--	2	1,433,300	1.6	1.10
Smith Assoc.	57	73	6	1,430,500	1.6	2.14
Commercial Radio Institute	58	56	3	1,420,400	1.6	1.55

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
Koplar	59	58	2	1,403,100	1.6	1.75
Bahakel	60	60	8	1,391,700	1.6	1.24
*Gateway	61	59	4	1,375,800	1.6	1.38
Midwest TV	62	62	4	1,325,400	1.5	1.74
Anchor Media	63	--	2	1,309,400	1.5	1.43
Lilly (SJL)	64	48	4	1,261,200	1.4	1.56
*Milwaukee Journal	65	71	3	1,231,300	1.4	1.30
*Standard Comm.	66	61	6	1,195,800	1.3	2.67
+Burnham	67	106	6	1,191,300	1.3	1.24
*South Bend Tribune	68	82	4	1,190,300	1.3	1.00
CBN	69	64	2	1,179,000	1.3	1.24
*Jefferson-Pilot	70	68	2	1,154,300	1.3	1.25
*+News Press & Gazette	71	69	7	1,152,600	1.3	1.52
+Lorimar	72	72	6	1,135,500	1.3	1.09
Citadel	73	66	6	1,115,000	1.3	1.42
+Benedek	74	67	8	1,112,600	1.3	0.71
*Guy Gannett	75	70	4	1,107,700	1.3	1.08
Wilson	76	80	5	1,092,700	1.2	1.81
Ackerley	77	77	5	1,076,000	1.2	2.25
X-Diversified	78	75	5	1,073,800	1.2	0.80
Spartan Radio	79	76	3	1,065,800	1.2	1.03
ACT III	80	--	4	1,064,900	1.2	0.41
+Media Central	81	65	8	1,051,600	1.2	2.05

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
*Eve. Telegram	82	78	5	1,013,100	1.1	0.93
Hallmark	83	79	6	988,600	1.1	8.93
Pappas TV	84	95	3	941,500	1.1	0.78
+Silver King	85	52	11	934,100	1.1	18.26
Beam	86	109	5	921,000	1.0	0.38
Charles Woods	87	81	5	913,100	1.0	0.83
*Providence Journal	88	32	3	858,300	1.0	1.16
Chase	89	86	2	845,900	1.0	0.82
GROUPS WITH LESS THAN 1.0% PENETRATION						
*Quincy Newspapers	90	87	4	791,100	0.9	0.63
Retlaw	91	96	6	775,000	0.9	1.00
+Pegasus	92	110	4	765,500	0.9	0.97
United	93	89	3	762,600	0.9	0.83
H-R	94	92	2	752,900	0.8	0.68
*Landmark	95	88	2	736,000	0.8	2.68
Griffin	96	93	2	735,800	0.8	0.77
Palmer	97	91	2	723,800	0.8	0.79
Bostick/LBJ	98	90	4	713,500	0.8	0.87
+Capitol	99	--	2	703,400	0.8	1.09
+Telemundo	100	125	5	693,100	0.8	8.39
Glazier	101	102	4	651,800	0.7	0.47
*Toledo Blade	102	97	4	650,500	0.7	0.52
*Stauffer	103	99	9	635,700	0.7	0.80

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
Corridor	104	160	2	627,800	0.7	2.05
X-McKinnon	105	104	3	612,900	0.7	0.59
*Birney Imes	106	102	3	609,300	0.7	2.59
*Gray	107	107	3	603,300	0.7	0.44
Maine Bcstg.	108	108	3	591,300	0.7	0.64
Young	109	103	2	590,100	0.7	0.42
+TAK Communic.	110	---	7	555,000	0.6	0.48
Shamrock	111	98	3	554,200	0.6	0.39
J. C. Lewis	112	116	3	552,800	0.6	0.38
Harron	113	114	2	540,100	0.6	0.53
*Manship	114	105	2	538,800	0.6	0.50
Lamco Comm.	115	112	3	538,500	0.6	0.50
*Evening Post	116	115	5	534,400	0.6	0.63
Sarkes Tarzian	117	117	2	498,900	0.6	0.54
Draper	118	118	3	470,300	0.5	0.51
ML Media (1)	119	---	2	470,200	0.5	0.44
Bluegrass	120	---	2	446,400	0.5	0.37
Frey & Tidings	121	148	3	435,600	0.5	0.63
Wabash Valley	122	129	3	436,200	0.5	0.35
F. K. Spain	123	120	2	432,500	0.5	0.44
Sudbrink	124	139	3	428,800	0.5	0.91
Gilmore	125	100	2	428,100	0.5	0.35
Alden	126	142	2	419,200	0.5	0.83

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
*+Wooster Republican	127	121	5	415,500	0.5	0.42
+Marsh Media	128	119	5	413,500	0.5	1.03
X-Cannan	129	122	2	410,200	0.5	0.40
Buford	130	123	3	383,800	0.4	0.46
Great Trails	131	130	2	376,300	0.4	0.15
Civic	132	128	2	373,700	0.4	0.37
X-Cal-Oregon	133	134	4	366,600	0.4	0.63
Act I	134	---	3	365,400	0.4	1.15
+Family Group	135	136	5	355,400	0.4	0.95
Kansas Bcstg.	136	132	3	353,900	0.4	1.44
American Telecasters	137	127	3	351,800	0.4	0.71
*Home News	138	135	2	350,900	0.4	0.29
+Robinson	139	141	3	348,500	0.4	0.82
Shively	140	137	2	344,600	0.4	0.36
X-Eugene TV	141	131	4	344,500	0.4	0.72
Lanford	142	138	3	310,900	0.4	0.18
R. H. Drewry	143	140	2	306,700	0.3	0.38
Love	144	---	2	305,500	0.3	0.21
+SWMM	145	163	4	304,600	0.3	0.56
Mid-Continent	146	---	3	302,800	0.3	0.75
Waterman	147	144	2	274,200	0.3	0.15
Withers	148	143	5	271,400	0.3	1.46
Hanna	149	166	2	268,200	0.3	0.43

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
Col. Empire (Davis)	150	---	3	262,000	0.3	0.27
*Fargo Forum	151	145	4	254,400	0.3	0.64
Pikes Peak	152	146	2	247,900	0.3	0.32
Morris	153	147	3	238,600	0.3	0.23
Holsum	154	149	2	225,800	0.3	0.20
Seaway	155	151	2	213,200	0.2	0.31
Plains	156	133	2	212,400	0.2	0.30
Le Sea	157	152	3	210,100	0.2	0.88
Federal	158	---	2	206,600	0.2	0.09
Brechner	159	153	2	205,000	0.2	0.14
Corpus Christi	160	154	2	182,200	0.2	0.24
*United Comm.	161	157	2	174,900	0.2	0.12
Carney	162	---	2	174,800	0.2	0.45
Resort	163	156	2	173,000	0.2	0.11
Precht	164	158	4	162,700	0.2	0.27
C. Fox	165	170	3	159,100	0.2	0.60
Green Group	166	162	2	154,300	0.2	1.54
Meyer	167	161	4	148,800	0.2	0.64
Hernrich	168	168	2	137,900	0.2	0.16
Reitan	169	165	4	135,900	0.2	0.64
+L.E.O.	170	---	2	128,900	0.1	0.78
+Aztec	171	---	3	117,100	0.1	0.26
Duhamel	172	169	4	116,300	0.1	0.36

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1988	1987	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	FCC
+Trinity	173	171	12	94,700	0.1	11.75
+Dove	174	174	4	81,300	0.1	1.15
+Christian TV Network	175	167	6	71,200	0.1	2.16
+Flatley	176	175	2	70,700	0.1	1.58
New Life	177	179	2	64,900	0.1	0.69
+Aliza	178	176	2	55,100	0.1	2.89
+Harris	179	150	2	52,200	0.1	4.36
+Sainte Bcstg.	180	177	3	45,700	0.05	1.15
+Miami Valley Christian	181	180	2	32,700	0.04	0.63
Tri State Christian	182	182	2	27,400	0.03	0.43
+All American	183	184	4	2,000	0.00	2.31
+Alaska 13	184	184	3	N.A.	----	N.A.
+Bay	184	---	2	N.A.	----	N.A.
+Leake	184	---	2	N.A.	----	N.A.
+Cornerstone	184	---	2	N.A.	----	0.83
+Northern TV	184	184	2	N.A.	----	N.A.
+Rivera	184	---	2	N.A.	----	N.A.
+Saleh	184	---	2	N.A.	----	N.A.
+Wisconsin Voice	184	---	2	N.A.	----	0.40

Total Number of Groups (exclusive of satellite-only group operations): 191

NOTES:

+ - Circulation data for one or more stations were not available.

X - Ownership of one or more stations is shared with another group.

* NWC is a measure of **actual** audience coverage. FCC is a measure of **potential** audience coverage with UHF discounted by 50%.

* - Designates groups that are owned by or affiliated with a newspaper publishing company.

1 - The two principals of ML Media Partners also are principals in the TV Station Partners group.

2 - Two stations licensed to Atlin Communnications, affiliated with Outlet Communications and Wesray Capital, are included with the Outlet group.

3 - Stations WFMY-TV, Greensboro, and WTLV, Jacksonville, which were transferred during February in 1988 from Harte-Hanks to Gannett are shown with Harte-Hanks.

APPENDIX B

1987-88 ADI MARKET RANKINGS AND PERCENT OF U.S. TV HOUSEHOLDS TOP-100 MARKETS

(Arbitron Ratings Company)

ADI Rank	Market Name	% of U.S.
1	New York	7.74
2	Los Angeles	5.25
3	Chicago	3.47
4	Philadelphia	2.98
5	San Francisco	2.41
6	Boston	2.31
7	Detroit	1.91
8	Dallas-Ft. Worth	1.86
9	Washington, D. C.	1.79
10	Houston	1.65
11	Cleveland	1.59
12	Atlanta	1.43
13	Minneapolis-St. Paul	1.39
14	Tampa-St. Petersburg	1.39
15	Seattle-Tacoma	1.38
16	Miami	1.37
17	Pittsburgh	1.34
18	St. Louis	1.22
19	Denver	1.15
20	Sacramento-Stockton	1.05
21	Phoenix	1.04
22	Baltimore	1.02
23	Hartford-New Haven	.98
24	Indianapolis	.92
25	San Diego	.91
26	Portland, OR	.90
27	Orlando-Daytona Beach-Melbourne	.88
28	Kansas City	.81
29	Cincinnati	.81
30	Milwaukee	.79
31	Charlotte	.78
32	Nashville	.77
33	Columbus, OH	.74
34	New Orleans	.73
35	Raleigh-Durham	.70
36	Greenville-Spartanburg-Asheville	.69
37	Oklahoma City	.69
38	Buffalo	.69
39	Grand Rapids-Kalamazoo-Battle Creek	.67
40	Salt Lake City	.66
41	Memphis	.66
42	San Antonio	.62

ADI Rank	Market Name	% of U.S.
43	Norfolk-Portsmouth-Newport News-Hampton	.61
44	Providence-New Bedford	.61
45	Harrisburg-York-Lancaster-Lebanon	.60
46	Charleston-Huntington	.58
47	Louisville	.58
48	Dayton	.58
49	Birmingham	.57
50	Greensboro-Winston Salem-High Point	.57
51	Wilkes Barre-Scranton	.54
52	Albany-Schenectady-Troy	.54
53	West Palm Beach-Ft.Pierce-Vero Beach	.52
54	Tulsa	.52
55	Little Rock	.51
56	Albuquerque	.50
57	Jacksonville	.50
58	Mobile-Pensacola	.50
59	Flint-Saginaw-Bay City	.48
60	Wichita-Hutchison	.48
61	Knoxville	.48
62	Richmond	.47
63	Fresno-Visalia	.46
64	Shreveport-Texarkana	.46
65	Toledo	.45
66	Des Moines	.42
67	Syracuse	.42
68	Green Bay-Appleton	.42
69	Portland-Poland Spring	.40
70	Omaha	.40
71	Austin, TX	.39
72	Rochester, NY	.39
73	Roanoke-Lynchburg	.39
74	Springfield-Decatur-Champaign	.38
75	Paducah-Cape Girardeau-Harrisburg-Marion	.37
76	Lexington	.37
77	Davenport-Rock Island-Moline	.37
78	Cedar Rapids-Waterloo-Dubuque	.36
79	Spokane	.36
80	Chattanooga	.35
81	Springfield, MO	.33
82	Jackson, MS	.33
83	Tucson	.33
84	South Bend-Elkhart	.32
85	Johnstown-Altoona	.32
86	Bristol-Kingsport-Johnson City	.32
87	Columbia, SC	.31
88	Youngstown	.31
89	Huntsville-Decatur-Florence	.31

ADI Rank	Market Name	% of U.S.
90	Evansville	.29
91	Baton Rouge	.29
92	Lincoln-Hastings-Kearney	.29
93	Waco-Temple	.28
94	Las Vegas	.27
95	Greenville-New Bern-Washington	.26
96	Burlington-Plattsburg	.26
97	Colorado Springs-Pueblo	.25
98	Ft. Myers-Naples	.25
99	Ft. Wayne	.25
100	Sioux Falls-Mitchell	.25